

NEW PACKAGE DEMONSTRATES CARLSON RULES

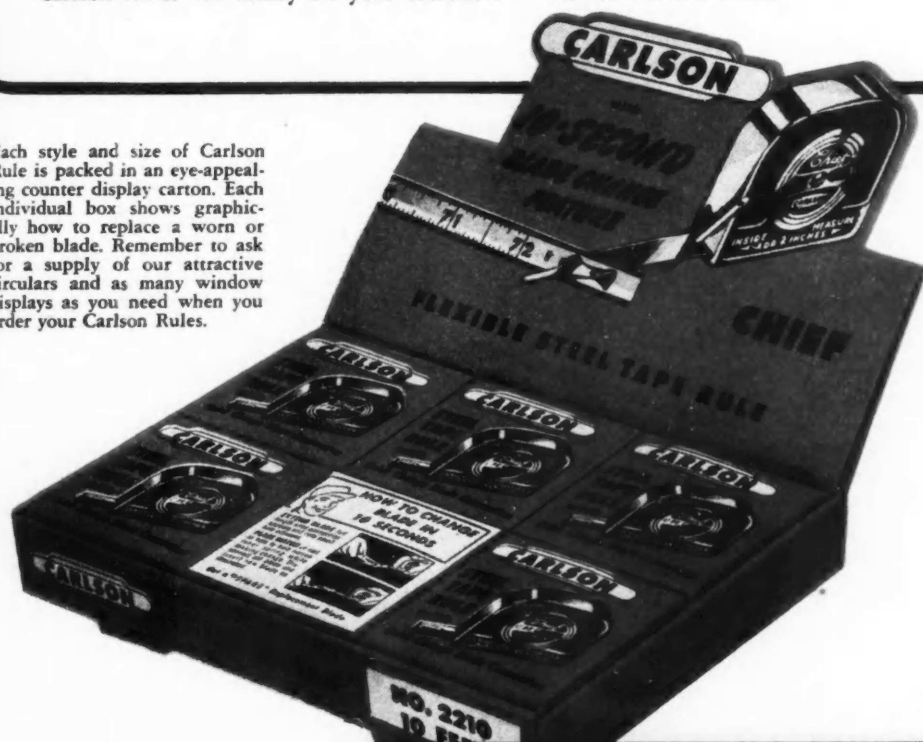
NEW COLORFUL COUNTER-DISPLAY shows graphically how easy it is to replace a worn or broken blade in a Carlson Rule. Since every man (craftsman and amateur alike) needs a rule, it pays to display these fast selling Carlson Rules close to your cash registers. *And don't forget — sell a "spare" replacement blade with every Carlson Steel Tape Rule.*

Carlson Rules can satisfy *all* your customers

because these Rules are made in 6-foot, 8-foot and 10-foot lengths with etched blades, and in 6-foot and 8-foot lengths with white blades.

All Carlson Rules are triple-plated chrome finished. Carlson Inside Measuring Rules feature centralized control and automatic braking. Popularly priced and nationally advertised — they're sold through leading hardware channels. Display and sell Carlson Rules.

Each style and size of Carlson Rule is packed in an eye-appealing counter display carton. Each individual box shows graphically how to replace a worn or broken blade. Remember to ask for a supply of our attractive circulars and as many window displays as you need when you order your Carlson Rules.



**SOLD
THROUGH LEADING
HARDWARE
DEALERS**

Carlson & Sullivan, Inc.

MONROVIA, CALIF.



**Chief also made in metric combinations*

Mention Hardware Age When Writing